What is claimed is:

1	1. A system for executing user-definable events triggered through
2	geolocational data describing zones of influence, comprising:
3	a cartridge defining one or more zones of influence, each zone of
4	influence described by stored geolocational data and forming a logically enclosed
5	physical space, the cartridge further associating one or more user-definable events
6	with each zone of influence, each user-definable event specifying a trigger
7	condition based on the stored geolocational data for the associated zone of
8	influence; and
9	a user device identifying a location based on further geolocational data
10	and triggering at least one user-definable event when the location substantially
11	correlates to the stored geolocational data for the trigger condition of the at least
12	one user-definable event.